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Spotlight

ON FOREIGN MARKETING



TO U.S. AGRICULTURAL ATTACHÉS AND FAS STAFF MEMBERS

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NEW PROMOTIONAL AIDS FOR ATTACHES are being developed under an FAS contract with a public relations firm. The aids are in two parts: (1) eight leaflets on selling points of U. S. farm commodities, and (2) plans for supplying basic foods for buffet lunches which the attaches may give to trade and government officials.

Poultry will be featured as a main course for the buffets and also in the most detailed publication of the series.

The project will be centered in several European countries as a starter: United Kingdom, Italy, Netherlands, Western Germany, Austria, and Belgium.

NEW MILK PRODUCTS BEING DEVELOPED. Chances are that milk in one form or another will sustain the humans who make the first flight into outer space. Scientists, who have been working on the problem, have created a milk and banana "formula" which can be consumed through a bottle and straw arrangement that fits into a space suit.

MALAYA IMPORTS MORE U. S. POULTRY. Although sales of U. S. chilled and frozen poultry in this area are still small, there is a definite upward trend in sales. One reason is a new supermarket in Singapore, using U. S. merchandising techniques. Supermarkets have been an effective means in many areas of introducing processed U. S. farm products.

ISRAEL TO IMPORT U. S. DAIRY CATTLE. Negotiations are underway with the Export-Import Bank to finance the purchase of up to 4,000 head of U. S. dairy cattle this year. In 1957 imports were limited to 800 head, all from The Netherlands.

A SUPERIOR SERVICE AWARD FOR PROMOTING QUALITY WHEAT IN EXPORT TRADE was given recently to Chester W. Polson, Chief of the Commodity Operations Division, CSS, Dallas. Efforts by the Department to gain recognition for quality U. S. wheat in foreign trade channels, and in educating foreign buyers in the advantages of buying wheat of quality, is helping materially in building overseas markets. The fact that a Superior Service Award was given for work in this field gives even greater impetus to these efforts.

SOYBEAN PRICES ADJUSTED FOR QUALITY. On May 22, 1958 CCC announced a quality adjustment factor of 5 cents per bushel to be added to the basic support price for No. 2 soybeans. The addition of this factor places CCC soybeans on a comparable basis with trade offerings. CCC soybeans are offered during June for domestic crushing or export at the market price in store but not less than the basic support price for No. 2 grade plus the 5 cents quality adjustment plus 1-1/2 cents carrying charges. CCC is not offering soybeans for export at reduced prices.

U. S. IS MAJOR PEA EXPORTER. In less than 20 years the U. S. has changed from a net importer to one of the three major dry pea exporters in the world. Further details also in FAS Circular FFV 2-58 (May). Dry peas are in plentiful supply.

NEW TRANQUILIZER FOR SHIPPING CATTLE. A major U. S. drug firm has developed a tranquilizer which is expected to assure better condition of dairy and beef cattle at point of destination. The drug "minimized the effects of shipping fatigue and helped protect the animals against shipping fever; animals also adjusted more rapidly to new environments," according to manufacturer's report.

MORE U. S. LEAF SOLD TO SWEDEN. Swedish imports rose from 12.5 million pounds in 1956 to 16.6 million pounds last year. This trend is evident in a number of countries where there is a growing preference for U. S. -type cigarettes.

EXHIBIT STRESSES BETTER FEEDING AT ITALIAN POULTRY SHOW. Importance of good feeding with U. S. feeds is shown by USDA exhibit at Italian National Poultry Show, which opened in Varese, Italy, June 14. The Italian Government is encouraging use of modern methods to develop the country's poultry industry. Italy's poultry production has been expanding, but it is still well below domestic needs. To help meet this demand, Italy recently entered into a Title I, Public Law 480 agreement to purchase \$500,000 worth of U. S. ready-to-cook, meat-type poultry. U. S. specialists will be at exhibit in Varese to advise Italian poultrymen how they can produce more and better poultry meat by using better feeds and improving their breeding stock. These specialists, authorities in their respective fields, also will represent U. S. at Poultry Meat Convention to be held in Varese in connection with the National Poultry Show.

CCC MONTHLY SALES LIST FOR JUNE 1958: The following commodities are available: Butter, nonfat dry milk, cheddar cheese, cotton (upland and extra long staple), peanuts, corn, wheat, oats, barley, rye, grain sorghums, soybeans, flaxseed, rice (rough and milled), dry edible beans, gum rosin, gum turpentine, and tobacco.

Burley tobacco is a new item on the list. Other additions to the list this month are red kidney, large lima, pinto, and pink beans.

All commodities currently offered for sale by CCC, plus tobacco from CCC loan stocks, are eligible for export sale under the CCC Export Credit Sales program. The following commodities are currently eligible for export under the CCC barter program: Butter, nonfat dry milk, cheddar cheese, cotton, wheat, flour (under announcement GR-262), corn, oats, barley, rye grain sorghums, soybeans, rough rice, and tobacco.

Interest rates per annum under the CCC Export Credit Sales program for June 1958 are 1-7/8 percent for periods up to six months, 2-3/8 percent for periods from over six and up to 18 months, and 2-7/8 percent for periods from over 18 months up to a maximum of 36 months.

COTTON PAYMENT-IN-KIND EXPORT PROGRAM. The Department announced on May 29 that the rate of payment under the cotton payment-in-kind export program will be 6-1/2 cents per pound. This amount will be established as a credit for exporters who register sales on the date made for shipment on or after August 1, 1958.

The credits earned by exporters are to be used on a competitive bid program to purchase cotton from the CCC inventory.

The payment of 6-1/2 cents is expected to reflect the difference between the domestic market price and world prices and is subject to change without notice.

CORN AND OTHER FEED GRAIN PAYMENT-IN-KIND PROGRAMS. From the inception of the corn payment-in-kind program May 12, 1958 through June 10, 1958, Commodity Credit Corporation has accepted payment bids on 8,981,000 bushels of corn at a range of 12 cents to 20 cents per bushel.

Effective July 1, 1958 the provisions of the payment-in-kind program will be extended to include oats, barley, rye and grain sorghums.

RICE: On May 28, CCC announced that all classes of rough rice in its inventory were eligible for export under the barter program. A similar announcement on June 6 declared milled rice acquired by CCC under its milling program to be eligible for barter. California Pearl rice may be exported immediately; other classes and varieties on and after August 1, 1958.

Under the barter program rough rice must be exported in the form of milled, unpolished, or brown rice. The cost of milling is for the account of the exporter and is not covered by barter materials. If milled rice is taken under barter, however, the full value of the milled rice is covered by the barter contract and is payable in materials.

TABLE I, GUIDE TO COMMERCIAL SALES

Commodity	Unit	Grade, Type or Variety	Location	Latest Price Week of 6/13/58	Price Year Earlier
Wheat 1/	Bushel	#2 H. W.	Galveston	\$ 2.08-2.21	\$ 2.29-2.38
" 2/	"	#1 S. W.	Portland	2.12	2.48-2.52
" 3/	"	#2 S. R. W.	Baltimore	2.24	2.16-2.35
Cottonseed Oil	Pound	B.P.S.Y.	July Fut. N. Y.	.1445	.1531
Soybean Oil	"	Refined	New York	.1300	.1438
Cottonseed Oil	"	Crude	Valley	.1225-.1238	.1300
Soybean Oil	"	Crude	Decatur, Ill.	.1012-.1025	.1162
Linseed Oil	"	Raw	Minneapolis	.1370	.1270
Lard	"	Refined 50# tin	Chicago	.1400	.1450
Tallow	"	Prime inedible	Chicago-FOB	.0750	.0725
Greases	"	Choice White	" "	.0875	.0925
Soybeans	Bushel	#1 Yellow	Chicago	2.28	2.34
Cottonseed Meal	Sh. Tn.	41% Bagged	Memphis	64.00	52.00
Soybean Meal	" "	44% Bagged	Decatur	58.50	49.50
Corn	" "	#2 Yellow	Baltimore 4/	1.58-1.59	1.55-1.56
"	" "	" "	New Orleans 4/	1.56-1.57	1.53-1.54
Milk, Evap.	Case	48-141/2	Pac. Cst. Mkts.	6.10-6.60	5.95-6.45
Eggs, Shell	Doz. Med.	Mixed colors	New York	.33-.34	.2550-.2650
Eggs, Dried	Pound	Whole	New York	1.16-1.25	.98-1.04
Beef Trimmings	"	75-85% lean froz.	Chicago	.4050	.3150
Beef Hearts	"	Regular frozen	"	.3250	.1800
Beef Livers	"	" "	"	.2950	.2200
Pork Trimmings	"	" "	"	.2850	.1800
Chicken, R. C.	"	Gr. A Broilers	New York	.3450-.3500	.3250-.3600
Turkey, R. C.	"	Gr. A Beltsville	" "	.44-.4450	.40-.4150
Canned Apricots	Doz. #2-1/2	Choice Halves	FOB-Calif.	3.30-3.45	3.15
" Peaches	" "	" "	" "	2.60-2.65	2.75-2.85
" Pears	" "	" "	" "	3.25	3.50
Grapefruit Secs.	Doz. #303	Fancy, Lt. syrup	FOB-Florida	1.75	1.60
Orange Juice	Doz. 46 oz.	Sweetened	" "	3.35	2.15
Oranges, Fresh	Std. Ctn.	Size 163	FOB-Calif.	2.74	2.55
Raisins	Lb. Bulk	Natl. Thompson	FAS-Calif.	.21	.1275-.13
Prunes	Pound	80-90	" "	.125-.13	.1025-.115
Lemons, Fresh	Std. Ctn.		FOB-Calif	2.84	2.68

1/ Export payment all destinations except Latin America and West Indies, \$.49; to Latin America and West Indies, \$.46. 2/ Export payment - all destinations, \$.28.
3/ Export payment - all destinations, \$.47. 4/ AMS cash price plus FOB rate and rail to Baltimore (\$.21), or average rail-barge rate to New Orleans (\$.19).

TABLE II, CCC PORT PRICES FOR EXPORT

Commodity 1/	Unit	Grade, Type or Variety	Port Location	Latest Price	Date of Sales 1958
Grain Sorghum	Cwt.		Dallas	\$1.80 - 1.80-1/8	June 2 - 6
Barley	Bushel	No. 3	Dallas	1.05-1/2 - 1.06-1/4	"
Oats	"	Heavy White	Minneapolis	.53-5/8	"
Rice	Cwt.	Milled	Dallas	6.51	"
		Rough	Dallas	3.50	"
Butter	Pound		Any U. S. Port	.39 (fixed)	"
Milk	"	Spray	Any U. S. Port	.099 (fixed)	"
Cheese	"	Cheddar	Any U. S. Port	.22 (fixed)	"

1/ Since May 12, 1958 CCC corn has been shifted to a Payment-In-Kind basis. Future corn prices will be included in Table I.